AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method of selecting and displaying a video segment to a viewer comprising:

transmitting a plurality of video segments from a broadcast center to a viewer;

displaying said video segments to said viewer;

sensing viewer reaction input to said displayed video segments from said viewer through at least one sensor ~~after receiving~~ during a sampling period based on a start trigger and a stop trigger;

~~detecting a stop trigger;~~

transmitting said input to a remote computer;

analyzing said input to generate affinity data;

selecting a specific video signal based on said affinity data; and

displaying said specific video signal to said viewer.

2. (Original) The method of claim 1 wherein said sensor comprises at least one button pressed by a viewer.

3. (Previously Presented) The method of claim 1 wherein said step of selecting a video signal comprises selecting a video signal during a live broadcast based upon affinity data.

4. (Currently Amended) A method of collecting affinity data comprising:

transmitting a plurality of video segments from a broadcast center to a viewer;

displaying said video segments to said viewer;

sensing viewer reaction input to said displayed video segments from said viewer through at least one sensor ~~after receiving~~ during a sampling period based on a start trigger and a stop trigger;

analyzing said input to generate affinity data;

selecting a specific video signal from a plurality of video signals being broadcast to said viewer, said selection being based on said affinity data;

~~detecting a stop trigger;~~

transmitting said affinity data to a remote computer; and

displaying said specific video signal to said viewer.

5. (Original) The method of claim 4 wherein said sensor comprises at least one button pressed by a viewer.

6. (Previously Presented) The method of claim 4 wherein said step of selecting a video signal comprises selecting a video signal during a live broadcast based upon affinity data.

7. (Original) A method of claim 1 further comprising:
rewarding said viewers for responding with said input to said video segments.

8. (Withdrawn) A method of rewarding viewers to watch broadcast content comprising:
informing said viewers that awards may be earned by responding to specific events contained in said broadcast content;
identifying said specific events;
providing an interface through which said viewers may enter a response to said events;
obtaining said response;
assigning a value to said response;
accumulating said value with previous values, if any, associated with a previous response from said viewer to produce a total value; and
providing redemption of said value when said total value is greater than or
equal to a predetermined redemption criteria.

9. (Withdrawn) The method of claim 8 wherein said step of assigning a value further comprises:
awarding additional value if said viewer has responded to a predetermined number of occurrences of said content.

10. (Withdrawn) The method of claim 8 wherein said step of identifying said specific events further comprises:

outputting a visual indicator.

11. (Withdrawn) The method of claim 8 wherein said step of providing an interface through which said viewers may enter a response to said events further comprises:

entering data via input sensor from said viewer.

12. (Withdrawn) The method of claim 8 wherein said step of providing an interface through which said viewers may enter a response to said events further comprises:

manually entering data via a remote control device.

13. (Currently Amended) A method of providing broadcast content viewing information comprising:

implementing an award method wherein viewers are awarded a value for responding to events associated with presentation of said broadcast content, said method including;

~~transmitting a start trigger;~~

receiving responses to said presentation of said broadcast content from said viewers ~~after said start trigger is received~~ during a sampling period based on a start trigger and a stop trigger;

~~detecting a stop trigger;~~

analyzing said responses received from said viewers;

generating affinity data from said analysis.

14. (Previously Presented) The method of claim 1 wherein said sensor is a biometric sensor.

15. (Previously Presented) The method of claim 1 wherein said sensor is a motion sensor.

16. (Previously Presented) The method of claim 1 wherein said sensor is an audio sensor.

17. (Previously Presented) The method of claim 1 wherein said sensor is a video sensor.

18. (Previously Presented) The method of claim 1 wherein said sensor is an infrared sensor.

19. (Previously Presented) The method of claim 1 wherein said sensor is a keypad.